



4 ways healthcare organizations can generate more revenue.

Many healthcare organizations leave money on the table by overlooking revenue-generating opportunities. Here are four key strategies that can help your organization increase revenue.

1. Reduce the days to fill an open physician position

Because physicians are key revenue generators for hospitals and health systems, reducing the time to fill open positions can result in millions in revenue.

- Average annual net revenue generated per doctor: **\$2.4 million¹**
- Average cost of vacancy: **\$7K - 9K per physician per day¹**
- Average time to fill an open physician position: **195 days²**
- Average number of physician searches per year at a typical facility: **87²**

The math is simple. Reducing your days to fill by just **5%** (about 10 days) can generate **\$6M or more** in net revenue for a typical facility.

2. Enroll locum tenens physicians with payors

When billed for correctly, locum tenens physicians can generate considerable revenue. Answer the following questions to determine if your organization is maximizing reimbursements for services performed by locum providers:

- Does my organization enroll all locum tenens providers with top payors as part of the hiring process?
- What are the optimal number of payors for locums enrollment?
- What are the criteria to determine when it's worth it to enroll a locum provider?
- Are we classifying locums correctly as supplemental- or replacement-physician services?
- Do we observe enrollment filing deadlines?
- Do we consistently bill for all services performed by locum providers?

Implementing or optimizing a locum tenens enrollment process can ensure your organization is able to effectively bill for services performed.

3. Address provider burnout

Clinician burnout isn't just a problem for providers themselves; it can quickly become costly for an organization. Burnout is tied to increased medical errors, higher turnover, lower patient satisfaction, and fewer physician referrals. Making clinician well-being and engagement a high priority for your organization will:

- Increase retention, reducing the number of open positions and lost revenue
- Increase physician referrals and reduce the time to fill
- Improve patient satisfaction and loyalty

4. Focus on provider quality and patient experience

Physician quality has a direct effect on hospital margins. Define what quality looks like for your organization before you hire permanent or locum tenens physicians. Criteria should include factors that affect patient experience:

- Clinical competence
- Bedside manner
- Culture fit

One study found that patients reporting the poorest-quality relationships with their physicians were **three times more likely** to leave a physician's practice than patients with the highest-quality relationships.³ Focusing on the patient relationship can contribute significantly to your long-term profitability.

CHG Healthcare can help your organization address your staffing challenges and increase revenue. Call 866.588.5996 or email ecs.contact@chghealthcare.com for a consultation.

1. Merritt Hawkins' 2019 Physician Inpatient/Outpatient Revenue Survey

2. 2022 AAPPR In-House Physician and Provider Recruitment Benchmarking Report

3. Safran DG, Montgomery JE, Chang H, et al. Switching doctors: Predictors of voluntary disenrollment from a primary physician's practice. J Fam Pract 2001;50(2):130-6.